

# The relations among industrial cluster, relationship network and corporate competitiveness : 以兩岸製鞋業為例 / 賴俐伶

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## ABSTRACT

The major subject of this thesis is to investigate the industrial cluster, relationship network and corporate competitiveness between Taiwan and Mainland China. We hope to adduce a set the best integrate types of industrial network and clusters. Base on the literature review and empirical observation, we separated the industrial cluster into tree types: the factor of produce, demand condition and relevance support, and relationship network into tree types: mutually benefit, target pluralism and among the group, and corporate competitiveness into tree types: Cost, flexibility and quality. Related literature review and survey method will be employed in this study. The research population will be the employees of shoes industries. The measuring instruments of this study including three questionnaires will be designed by the researcher. The research hypotheses were testified by SPSS software. The results reveal that the interdependent relationship between industrial cluster and relationship network, and the corporate competitiveness has better performance with the stronger industrial cluster and the greater industrial cluster. Based on the above conclusions, there are several suggestions presented: (1) shoes industries should improve the industrial cluster with relevant industries; (2) shoes industries should improve the relationship network with relevant industries; (3) shoes industries should reinforce the industrial cluster to improve the corporate competitiveness; (4) shoes industries should reinforce the relationship network to improve the corporate competitiveness.

Keywords : industrial cluster

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